



Board of Directors  
Policy Manual

Subject: **REDEVELOPMENT  
COMMUNICATIONS AND COMMUNITY  
ENGAGEMENT COMMITTEE TERMS OF  
REFERENCE**

Policy # 5-410

Approved by: Board of Directors

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Revised (R) / Reconfirmed (RC) Dates

**POLICY**

The CMH Redevelopment Communications and Community Engagement Committee is established to develop and implement a comprehensive communications and public relations strategy for the hospital's redevelopment project. The committee will focus on engaging with key constituents, including the community, elected officials, stakeholders, and the media, to garner support and promote understanding of the redevelopment project.

**PURPOSE**

These Terms of Reference specify and elaborate the committee's role, responsibilities, membership and procedures.

**PROCEDURE**

***Membership***

The membership of the committee, as well as the chair of the committee, will be appointed by the Campbellford Memorial Hospital Board of Directors as per the membership guidelines below. The committee will consist of a maximum of 12 members.

- 1. Chief Executive Officer
- 2. Chair of the Board
- 3. No fewer than two Board members, one of which will be appointed chair of the committee.
- 4. One member from the Campbellford Memorial Hospital Foundation Board of Directors
- 5. No fewer than three members of the community.

***Functions***

- 1. Develop a Communications Strategy:
  - a) Conduct an assessment of the current perceptions and knowledge of the CMH redevelopment project among the community and stakeholders.
  - b) Create a clear and cohesive communications strategy that outlines key messages, target audiences, and appropriate communication channels for engaging with the community.
  - c) Ensure the communications strategy aligns with the Hospital's overall strategic objectives and reflects its values and vision.
- 2. Public Relations and Media Engagement:
  - a) Establish positive relationships with local and regional media outlets to facilitate accurate and timely reporting on the redevelopment project.

- b) Assist in preparing press releases, media kits, and other materials to disseminate project updates and milestones to the media and the public.
- c) Assist in coordinating media events and press conferences to announce significant developments related to the redevelopment.

3. Partner Engagement:

- a) Identify and engage key partners, including community leaders, elected officials, local organizations, and patient advocacy groups, to involve them in the planning and promotion of the redevelopment project.
- b) Organize stakeholder meetings and forums to gather feedback, address concerns, and build consensus for the project.
- c) Collaborate with the CMH Redevelopment Planning Committee to ensure consistent messaging and alignment with the overall project objectives.

4. Community Outreach:

- a) Develop initiatives to engage the regional community and raise awareness of the redevelopment project's benefits and positive impact on healthcare services in the region.
- b) Organize public information sessions, town hall meetings, and community events to provide opportunities for the public to learn about the project and share their perspectives.
- c) Utilize digital platforms and social media to reach a broader audience and encourage community participation and feedback.
- d) Liaise with the CMH Foundation to identify and support fundraising strategies to advance the redevelopment project.
- e) As appropriate, support the Hospital in meetings with government officials regarding the need for redevelopment of the Hospital, furthering the redevelopment plans and securing the communities' financial share of the redevelopment project.

5. Monitoring and Evaluation:

- a) Establish metrics to measure the effectiveness of the communications and community engagement efforts.
- b) Regularly assess public perception and feedback to adapt and refine the communications strategy as needed.
- c) Provide progress reports to the Board and stakeholders on the outcomes of the communications and community engagement initiatives.

## **Quorum**

A simple majority of members (50% plus one) will constitute a quorum.

## **Meeting Arrangements**

The CMH Redevelopment Communications and Community Engagement Committee will meet regularly at a frequency determined by the committee's workload and project milestones. Meetings may be conducted in person or virtually, as needed.

## **Reporting**

The CMH Redevelopment Communications and Community Engagement Committee will provide regular updates and progress reports to the Board.

